FilmL.A., Inc.
6255 W Sunset Blvd, 12th Floor
Hollywood, CA 90028
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: S00071784-A **Type of Permit:** STILL **Release Date:** 11/18/2013

Production Company VERONIQUE ZANETTIN

Insured Company Name VERONIQUE ZANETTIN

Contact Phone No. 1 917-532-3652
Contact Phone No. 2
Fax
Address 2 FIFTH AVENUE, SUITE C
NEW YORK, New York 10011

Production Title GEMO CLOTHING

Type of Production Still Photo

Producer Veronique Zanettin

Director Veronique Zanettin

1st AD none none

Production Manager Zaher Zanettin

FilmL.A. Coordinator Adrian Fayad

Location Manager Veronique Zanettin
Primary Phone Mobile - 917-532-3652
Secondary Phone Office - 917-532-3652

Location Assistant Zaher Cassim
Primary Phone Mobile - 310-890-3456
Secondary Phone Office - 917-532-3652

Fees

Notification Charge	$130.00
FILMLA STILL RIDER FEE	$20.00
SANTA MONICA DOWNTOWN FILM/STILL PHOTO EXT LOW IMPACT LOCATION FEE	$1,536.00

Total Permit Fee $1,686.00

Number of Locations 1

NOT A PERMIT

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Summary Information — Location

Permit Number	S00071784-A	**Location Manager**	Veronique Zanettin
Production Company	VERONIQUE ZANETTIN	Primary Phone	Mobile - 917-532-3652
Insured Company	VERONIQUE ZANETTIN	Secondary Phone	Office - 917-532-3652
Production Title	GEMO CLOTHING		

Location Address 3rd St Promenade, Wilshire Blvd - Broadway, Santa Monica, CA, 90401

Location Name 3RD STREET PROMENADE

Location Type Pedestrian walkway

Film Dates 11/19/2013 - 11/21/2013 08:00 - 18:00 3 days

Open or Closed to the Public Open

Generic Conditions
Community Survey Obtained
Must Maintain 5' Clearance on Sidewalks/Walkways
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic

Please see attached documents
DTSM Filming Guidelines 2013.pdf
DTSM Filming_Fee_09_01_13.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	2
Motor Homes	1
Vans	2

Personnel on Location

Type	Quantity
Cast	2
Crew	5

Filming Activities Exterior still shots of models on promenade against scenery; handheld equipment w/tripod; All on promenade (between Wilshire & Arizona) ;

Jurisdiction **Political:** City of Santa Monica **Police:** Santa Monica Police Department **Fire:** Santa Monica Fire Department

Thomas Guide **Page:** 671 **Grid:** E2

Approvals

CITY OF SANTA MONICA - DOWNTOWN SANTA MONICA, INC.	Megan Furey
CITY OF SANTA MONICA - PUBLIC WORKS DEPARTMENT	Kathy Ruff
CITY OF SANTA MONICA POLICE DEPARTMENT	Mike Braaten

Coordinator Note **PRODUCTION MAY NOT INTERFERE WITH FARMERS MARKET ON WEDNESDAY 11/20 AT ARIZONA AVE & 2ND ST., BETWEEN THE HOURS OF 0830-1330 HOURS**

Coordinator Note RIDER A - RELEASES LOCATION.

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

Posting "No Parking" signs S/S WILSHIRE BLVD. AT (METER #'S 300, 302, 310) BETWEEN 3RD & 4TH ST.

Approximate Footage County Parking **Log Number** SM- 3 SIGNS

Date(s) 11/19/2013 to 11/21/2013 **Time(s)** 08:00 to 18:00

NOT A PERMIT

Permit #S00071784-A

Updated July 2013

DOWNTOWN SANTA MONICA FILMING GUIDELINES

- A **City of Santa Monica permit through FilmL.A** is required. Please go to www.filmla.com and apply for the permit through the Online Permit System (OPS) or for more information, please call FilmL.A. at 213-977-8600 and ask for Production Planning.

- **An Application Fee, Site Fee, and Certificate of Insurance** is also required.

- Normal permitted filming hours are from 8:00 a.m. to 10:00 p.m. Filming activity before 8:00 a.m. or after 10:00 p.m. requires a written approval from 90% of residents and businesses located with 250-foot radius of filming location.

- No filming is allowed on Wednesdays due to Farmers' Market or on Saturdays and Sundays due to the high volume of shopping traffic. However, low-impact, small productions – man-on-the-street interviews and still photo shoots will be considered on a case-by-case basis.

- A filming fee is required pursuant to Downtown Santa Monica, Inc **Filming Fee Schedule**. A location fee is applicable for **each day** of filming including preparation and strike days.

- No parking of equipment in alleys will be allowed. Parking of generators in alleys will be considered on a case-by-case basis and must be approved by the City of Santa Monica.

- No District pedestrians or vehicle traffic are to be unreasonably inconvenienced, and no merchant, pavilion tenant or cart vendor is to be disturbed by the filming or prep time, without prior notification to the merchant or tenant and Downtown Santa Monica, Inc.

- Street meters require the signature of the merchant adjacent to the space.

- On the Third Street Promenade, there must always be an unobstructed 12' fire lane.

NOT A PERMIT

Permit #S00071784-A

Updated July 2013

DOWNTOWN SANTA MONICA FILMING FEE SCHEDULE

All location fees are nonrefundable, except for rain/weather days; however, fees may be transferred to another Downtown Santa Monica filming date.

Downtown Santa Monica Fees:

$ 100 Student Films

$ 250 Nonprofit / Educational, exterior only

$ 512 Still Photography, exterior with low impact

$ 1,536 Still Photography, exterior with high impact

$ 512 Film/Video Man-on-the-Street / Walk-and-Talk (crew of 9 or less) — This fee includes situations where commercial filming companies are conducting several street interviews with the public. These are small crews that set up at a fixed location or various locations to obtain public input. Involves minimal impact on the District and should not impact pedestrian flow.

$ 768 Film/Video Man-on-the-Street / Walk-and-Talk (crew of 10 or more) — *Description same as above.*

$ 1,024 Film/Video Half-Day Shoots, *including Infomercials* (six-hour maximum, with teardown) — This fee includes exterior shoots and interior-only shoots with significant and unusual impact on pedestrian or vehicular traffic (rerouting pedestrians away from neighboring business' entryways or placing a generator on the sidewalk). Must obtain signatures from neighboring businesses.

$ 2,560 Film/Video All-Day Street Filming, *including Infomercials* — This fee allows multiple locations throughout the District, and includes interior and exterior shoots that have significant and unusual impact on pedestrian or vehicular traffic, such as rerouting pedestrians away from neighboring business' entryways or placing a generator on the sidewalk. Must obtain signatures from neighboring businesses.

FilmL.A. Fees:

$ 625 Application Fee

$ 105 (still photo) to $155 (filming) Notification Fee, Fee is a minimum, final cost depends on size of shoot.

$ 30 (per hour, 4 hour minimum**) Film Monitor Fee,** Film Monitor is assigned as needed.

City of Santa Monica Fees:

$105.06 – Still Photo Application Fee

$262.66 Filming Application Fee

All Fees will be collected by FilmL.A.

NO PERMIT

Downtown Santa Monica, Inc. 1351 Third Street Promenade, Suite 201, Santa Monica, CA 90401
310-393-8355 (T) www.DowntownSM.com 310-485-3921 (F)